



Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Opportunity Marketing – Small Community Air Service Grant (Missoula)

Application Completed by: Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country is working directly with the Missoula CVB, the Missoula International Airport and numerous other partners to bring key new service to Missoula and will work with the community to keep and strengthen air service to the region.

In an effort to support the recently awarded Small Community Air Service Development Grant to the Missoula International Airport, Glacier Country would like to contribute \$1000 in matching community funds to guarantee this grant. These funds have been awarded to the Missoula International Airport and will be used to enhance the flight guarantee program to be used as incentive for new air service.

The Glacier Country Board of Directors has approved a match of \$1000 to support this effort. They have also approved a similar match for the Glacier Park International Airport should they pursue a similar program.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 7 and 9.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.b Implement the new Montana tourism brand
 - 1.3.c Conduct educational tourism workshops, presentations, and webinars

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets

Budget page must be attached for approval.



Approved Audits/Applications Committee 9/16/08

- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 7.1 Increase air service capacity to and from Montana cities
- Goal 9: Increase funding to maintain sustainable tourism and recreation.**
- 9.2 Foster opportunities to pool public and private marketing dollars
- Goal 10: Build an effective "team" to implement the Strategic Plan, and report results**
- 10.2 Create public/private/tribal partnerships for cooperative project implementation

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: ☒ Yes ☐ No

Budget page must be attached for approval.



PROJECT BUDGET

Opportunity Marketing - Small Community Air Service Grant (Missoula)

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00
MARKETING/ADVERTISING:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00
TRAVEL:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00
OTHER:			
Cooperative Matching Fund	\$1,000.00 +	\$0.00 =	\$1,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$1,000.00	\$0.00	\$1,000.00
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PROJECT TOTAL	\$1,000.00 +	\$0.00 =	\$1,000.00